

Subject: FW: SPBID Renewal - Eligible Signer
From: Ellen Riotto <ellen@southpark.la>
Date: 05/18/2017 11:37 AM
To: Tara Devine <tara@devine-strategies.com>
CC: Robert Buente <bbuente@1010dev.org>

Hi Tara,

Can you please help clarify the below questions from Oceanwide?

Thanks,

Ellen

From: Jeffrey Chen <jeffrey.chen@oceanwideplaza.com>
Date: Thursday, May 18, 2017 at 11:35 AM
To: Ellen Riotto <ellen@southpark.la>
Subject: RE: SPBID Renewal - Eligible Signer

Hi Ellen,

I have a few questions regarding the assessment for Oceanwide Plaza.

According to the breakdown of Oceanwide's assessment in your correspondence to Daniel, may you please explain how the lot SF and street frontage SF was derived?

In addition, the assessment rate is based on Zone 1; however, according to the BID boundary plan, it appears the Oceanwide property is color coded as Zone 3. May you please clarify?

Lastly, how often does reassessment occur? Is it annual or every five years when the BID renews?

Thank you for your help!

Regards,

Jeff

From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Thursday, May 18, 2017 10:39 AM
To: Jeffrey Chen <jeffrey.chen@oceanwideplaza.com>; Daniel Atwater <daniel.atwater@oceanwideplaza.com>; Justin Tsai <justin.tsai@oceanwideplaza.com>
Subject: Re: SPBID Renewal - Eligible Signer

Thanks Jeff!

From: Jeffrey Chen <jeffrey.chen@oceanwideplaza.com
<<mailto:jeffrey.chen@oceanwideplaza.com>> >
Date: Thursday, May 18, 2017 at 10:36 AM
To: Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> >, Daniel Atwater <daniel.atwater@oceanwideplaza.com <<mailto:daniel.atwater@oceanwideplaza.com>> >, Justin Tsai <justin.tsai@oceanwideplaza.com <<mailto:justin.tsai@oceanwideplaza.com>> >
Subject: RE: SPBID Renewal - Eligible Signer

Hi Ellen,

It was great meeting you as well!

Daniel forwarded the package to me earlier this week. I will have the documents signed by tomorrow. Thank you again and we look forward to working together!

Jeff

From: Ellen Riotto [<mailto:ellen@southpark.la>]
Sent: Thursday, May 18, 2017 10:33 AM
To: Daniel Atwater <daniel.atwater@oceanwideplaza.com
<<mailto:daniel.atwater@oceanwideplaza.com>> >; Justin Tsai <justin.tsai@oceanwideplaza.com
<<mailto:justin.tsai@oceanwideplaza.com>> >; Jeffrey Chen <jeffrey.chen@oceanwideplaza.com
<<mailto:jeffrey.chen@oceanwideplaza.com>> >
Subject: Re: SPBID Renewal - Eligible Signer

Hi all,

Justin and Jeff, so great to meet you both this morning. I wanted to loop you into the email chain I have going with Daniel regarding the signing of the petition for BID renewal. I very much appreciate any support you can lend in getting the required signature by EOD tomorrow.

Thank you all in advance! I look forward to working together in the future!

Best,

Ellen

Ellen Riotto

Interim Executive Director

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la <mailto:ellen@southpark.la> | o. 213 663 1112 | c. 401 439 8147

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Twitter <https://twitter.com/southparkla> | Instagram <https://www.instagram.com/southparkla/>

24/7 DISPATCH: 866-560-9346

From: Daniel Atwater <daniel.atwater@oceanwideplaza.com
<<mailto:daniel.atwater@oceanwideplaza.com>> >

Date: Monday, May 15, 2017 at 4:01 PM

To: Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> >

Cc: Wallis Locke <wallis@southpark.la <<mailto:wallis@southpark.la>> >, Katie Kiefer
<katie@southpark.la <<mailto:katie@southpark.la>> >

Subject: RE: SPBID Renewal - Eligible Signer

Hi Ellen,

Thank you for sending this over and for the background. I have provided this to our direct internal contact and will facilitate expediting as best.

Best,

Daniel

Daniel Atwater

Senior Manager, Public Relations

T: 213.270.2839 ext. 6680

Email: daniel.atwater@oceanwideplaza.com <<mailto:daniel.atwater@oceanwideplaza.com>>

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

www.oceanwideplaza.com <<http://www.oceanwideplaza.com>>

Oceanwide Plaza LLC

From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Monday, May 15, 2017 11:45 AM

To: Daniel Atwater <daniel.atwater@oceanwideplaza.com>
<<mailto:daniel.atwater@oceanwideplaza.com>> >

Cc: Wallis Locke <wallis@southpark.la <<mailto:wallis@southpark.la>> >; Katie Kiefer
<katie@southpark.la <<mailto:katie@southpark.la>> >

Subject: Re: SPBID Renewal - Eligible Signer

Hi Daniel,

We got some good news this morning: petitions are ready and we can start collected signatures.

Attached you will find the Petition Packet which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ

5. Executive Summary of our Management District Plan

Also attached is Oceanwide's Petition, totaling \$39,779.16. Assessments are calculated based on Building Square Footage (rate is \$0.055125 per SF), Lot Square Footage (rate is \$0.071663 per SF), and Street Frontage (rate is \$13.23 per SF). Here's a breakdown of Oceanwide's assessment:

Building Square Footage = 0

Lot Square Footage = 200,812 (\$14,390.79)

Street Frontage = 1,919 (\$25,388.37)

In the last 8 months that we've been preparing stakeholders for renewal, we have not received any opposition. This gives us great confidence that the BID will get renewed.

We would like to collect signed petitions by Friday May 19th. Signed petitions can be scanned and emailed to me directly.

Please let me know if you have any questions.

All the best,

Ellen

Ellen Riotto

Interim Executive Director

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la | o. 213 663 1112 | c. 401 439 8147

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Twitter <https://twitter.com/southparkla> | Instagram <https://www.instagram.com/southparkla/>

24/7 DISPATCH: 866-560-9346

From: Daniel Atwater <daniel.atwater@oceanwideplaza.com
<<mailto:daniel.atwater@oceanwideplaza.com>> >
Date: Friday, May 12, 2017 at 6:07 PM
To: Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> >
Cc: Wallis Locke <wallis@southpark.la <<mailto:wallis@southpark.la>> >, Katie Kiefer
<katie@southpark.la <<mailto:katie@southpark.la>> >
Subject: RE: SPBID Renewal - Eligible Signer

Ellen,

It was good seeing you at the CCA Treasures event. As a reminder, here are the items that will assist in our review process.

+++

- * SP BID 5 year plan (ideally including metrics, etc.)
- * Your confidence of the petition passing (combined vote yes)
- * Background on how the fee is calculated and if you're records indicate our previous payment.

Thanks,

Daniel

Daniel Atwater

FW: SPBID Renewal - Eligible Signer

Senior Manager, Public Relations

T: 213.270.2839 ext. 6680

Email: daniel.atwater@oceanwideplaza.com <<mailto:daniel.atwater@oceanwideplaza.com>>

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

www.oceanwideplaza.com <<http://www.oceanwideplaza.com>>

Oceanwide Plaza LLC

From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Wednesday, May 10, 2017 4:25 PM

To: Daniel Atwater <daniel.atwater@oceanwideplaza.com
<<mailto:daniel.atwater@oceanwideplaza.com>> >

Cc: Wallis Locke <wallis@southpark.la <<mailto:wallis@southpark.la>> >; Katie Kiefer
<katie@southpark.la <<mailto:katie@southpark.la>> >

Subject: Re: SPBID Renewal - Eligible Signer

Thanks Daniel! Really appreciate the help.

From: Daniel Atwater <daniel.atwater@oceanwideplaza.com
<<mailto:daniel.atwater@oceanwideplaza.com>> >

Date: Wednesday, May 10, 2017 at 4:23 PM

To: Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> >

Cc: Wallis Locke <wallis@southpark.la <<mailto:wallis@southpark.la>> >, Katie Kiefer
<katie@southpark.la <<mailto:katie@southpark.la>> >

Subject: RE: SPBID Renewal - Eligible Signer

Hi Ellen,

Thank you for the notice and context. I will help you find the best contact for receipt on our end and support as best possible for the SP BID.

Best,

Daniel

Daniel Atwater

Senior Manager, Public Relations

T: 213.270.2839 ext. 6680

Email: daniel.atwater@oceanwideplaza.com <<mailto:daniel.atwater@oceanwideplaza.com>>

865 S. Figueroa St. Ste. 3150

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Oceanwide Plaza LLC

From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Wednesday, May 10, 2017 3:16 PM

To: Daniel Atwater <daniel.atwater@oceanwideplaza.com>
<<mailto:daniel.atwater@oceanwideplaza.com>> >

Cc: Wallis Locke <wallis@southpark.la <<mailto:wallis@southpark.la>> >; Katie Kiefer
<katie@southpark.la <<mailto:katie@southpark.la>> >

Subject: SPBID Renewal - Eligible Signer

Hi Daniel,

Please see attached for our cover letter and informational 1-pager. Again, we're looking to confirm the eligible signer at Oceanwide so we can expedite the process of delivery and return. Petitions will be prepared by Monday, and we'd like to collect signed petitions by May 22nd (earlier if possible).

Please let me know if you have any questions and thank you again for your support!

Best,

Ellen

Ellen Riotto

Interim Executive Director

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

ellen@southpark.la [<mailto:ellen@southpark.la>](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147

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